

Tobacco Revenue, Use Spending and Tracking Commission Office of Tobacco Education and Prevention Program (TEPP)

November 9, 2005

United Healthcare of Arizona
3141 North 3rd Avenue
Phoenix, Arizona 85013

MINUTES

Members Present: Matthew Madonna – Chairman
Linda Bailey
Dr. Wil Counts
Dr. Keith Kaback
Dr. Shelly Hall
Dr. Kelly Hsu
Dr. Hugh Miller
Violet Mitchell-Enos
Dr. Babak Nayeri
Bill Pfeifer
Librado M. Ramirez

Members Absent: Benton Davis (sent notice)
Rose Garcia
Dana Russell (sent notice)
Bertha Sepulveda (sent notice)

ADHS Staff: Jeanette Shea-Ramirez – Deputy Assistant Director, ADHS
Patricia Tarango – Office Chief, TEPP
Sue Briody – Sports Marketing Events Coordinator, TEPP
April Lawless – Senior Health Marketing Manager, TEPP
Bob Leischow – Health Education Account, Chronic Disease
Janet Bourbouse – Chronic Disease
Teresa Koehler – Administrative Assistant III, TEPP

Presenters: Patricia Tarango – Office Chief, TEPP
Sue Briody – Sports Marketing Events Coordinator, TEPP
April Lawless – Senior Health Marketing Manager, TEPP
Claire Brown – Evaluator with TEPP/University of Arizona
Janet Bourbouse – Chronic Disease
Bob Leischow – Health Education Account, Chronic Disease
Doug Hirano - Mountain Park Health Center
Judy Kinney - Wingspan
Maria Portela – Translational Genomics Research Institute

Public Attendees: Marla Jirak - TEPP/University of Arizona
Shannon Harper – American Heart Association
Laura Sand – American Cancer Society

Call to Order

Mr. Madonna, TRUST Commission Chairperson, called the meeting to order at 10:07 am ... welcome the TRUST members and visitors.

Mr. Madonna: Introduced Patricia Tarango, Office Chief of Tobacco Education and Prevention Program.

Ms. Tarango: Introduced Jeanette Shea-Ramirez, the new Deputy Assistant Director of the Division of Public Health Services, Public Health Prevention Services.

Mr. Madonna: Reviewed agenda items and explained the guidelines, procedure regarding public commentary related to the “Speaker’s Slip”. The public commentary section is limited to five minutes at the end of the meeting and that time is divided up between the number of individuals wishing to speak. The slips are given to Teresa Koehler. Teresa will be the coordinator and timekeeper for the public comment.

Approval of Minutes

Mr. Madonna: Announced that both the August and September meeting minutes must be approved. Mr. Madonna raised a motion to accept the minutes of the August meeting. Linda Bailey motioned and Dr. Nayeri seconded. Mr. Madonna asked if there was any discussion or changes to the minutes and said, “All those in favor of accepting say I.” All I’s. Minutes for the August meeting approved. Mr. Madonna then raised a motion to accept the minutes of the September meeting. Dr. Nayeri motioned; Dr. Hsu seconded. Mr. Madonna asked if there was any discussion or changes to the minutes and said, “All those in favor of accepting say I.” All I’s. Minutes for the September meeting are approved.

Chairman’s Report

Mr. Madonna: Addressed members and visitors.

- ▶ Announced revised rooster of member contact information
- ▶ Reviewed new meeting schedule

Mr. Madonna: Announced TEPP Office Chief, Patricia Tarango

Office Chief's Report

Ms. Tarango: Reviewed Office Chiefs' agenda items and then, introduced Meryl Salit.

Ms. Salit: Presented the Arizona Comprehensive Lung Disease and Asthma Control Plans

- ▶ Asthma Control Plan - Overriding Goals
 - Reduce asthma deaths in Arizona
 - Reduce asthma-related hospitalizations and emergency department visits in Arizona.
 - Reduce the number of asthma-related missed school and work days.
- ▶ Asthma Plan Objectives by Topic
 - Epidemiology and Research
 - Treatment and Management
 - Patient Education
 - Secondary Prevention
 - School/Childcare Issues
 - Disparity
 - Collaborative Efforts
 - Advocacy
 - Public Awareness
- ▶ Lung Disease Control Plan - Overriding Goals
 - Reduce the proportion of adults in Arizona whose activity is limited due to chronic lung disease.
 - Reduce deaths from COPD among Arizona adults.
- ▶ Lung Plan Objectives by Topic
 - Epidemiology and Research
 - Treatment and Management
 - Patient Education
 - Secondary Prevention
 - School/Childcare Issues
 - Disparity
 - Collaborative Efforts
 - Advocacy
 - Public Awareness
- ▶ Lung and Asthma Plan Kick Off Survey Results

Ms. Tarango: Announced the completion of the “draft” TRUST Annual Report for 2005.

- ▶ Reminded members that the annual report is required by Proposition 303.
- ▶ Requested members to review and comment by December 2.
- ▶ Requested that members to email Teresa Koehler whether or not they have comments, changes to the report so that they will be recorded as having completed the review process.
- ▶ Comments will be incorporated.

Ms. Tarango: Asked members how the members would like to complete the final approval process.

Mr. Madonna: Recommended that the final report (after all the comments have been incorporated) be emailed to each member and reminded members that there would be no opportunity for additional feedback at that point.

Dr. Miller: Requested if the members could submit their comments today by the end of the meeting.

Mr. Madonna: Yes, agreed, so by the end of the day everyone will need to read, comment, and turn the report back in.

Ms. Tarango: Asked what about the other members who are not present.

Mr. Madonna: Replied, send them out electronically with the same dead line.

Ms. Tarango: Announced the ADHS/TEPP organizational changes.

- ▶ Revised organizational chart
- ▶ Updated ADHS contact information for administration

Ms. Tarango: Reported on the financial update.

- ▶ Financial Update for 2006
 - Financial chart for revenues
 - Financial chart for expenditures
 - Accounting holds money not used during the year it was received in an account for that year and does not roll the money over to the next year.
 - There is money being held in previous year(s) accounts.

Mr. Pfeifer: Stated that he would like to make a motion that the TRUST Commission requests from the Department of Revenue a complete accounting of the funds from 2002 when Prop 303 was passed.

Mr. Madonna: Added that you are (Mr. Pfeifer and Ms. Tarango) making an assumption. Yes, it is true that they are not protected. However, that does not mean that we have to give them up. We need to go back as far as they are holding funds and try and capture all the money.

Ms. Tarango: Replied, I am not saying that “they” are taking the money. I am saying that money can be swept. Those dollars are all in the Department of Health Services financial structure. This has been brought to my attention and so now, I am asking the question of why, what years, how do I move those dollars into this year and then, what is the plan and time frame to utilize those dollars to support current activities.

Mr. Madonna: Requested from Mr. Pfeifer that before we pass a motion, let us let Patricia Tarango work the process through.

Mr. Pfeifer: Stated that that is fine. However, I would like the record to show that I have requested this information at this meeting.

Ms. Tarango: Commented that she (Patricia Tarango) would provide the commission a summary of years and dollars not spent to the members in the next TRUST meeting – January. Ms. Tarango continued with her financial update – expenditures and obligations.

Ms. Mitchell-Enos: Asked if Mr. Pfeifer’s earlier motion could be amended to reflect the correct organization ... not DOR but DHS.

Mr. Pfeifer: Agreed. I move that the TRUST Commission request from the director an accounting of previous years income and expensive for the Tobacco and Education Prevention Program from the Arizona Department of Health Services.

Dr. Nayeri: Stated that he seconded.

Mr. Madonna: Asked if there was any discussion on the motion. All those in favor say I. All say I.

Ms. Tarango: Reported on the E.B. Lane update.

- ▶ E. B. Lane update
 - Contract end date – September 30, 2005
 - 90 day focus was on school bus wraps
 - Statue 36-772 grants \$550,000 annually for antismoking advertising on school buses ... beginning in 1999-2000.
 - Transition items

Ms. Tarango: Introduced Sue Briody.

Ms. Briody: Presented the current advertising overview.

- ▶ School Bus Advertising based on
 - Title One Schools
 - Medium/High risk Schools
 - Participate in TEPP brief or intensive school based curriculum
- ▶ 41 school districts participating
- ▶ All 15 counties represented
- ▶ 464 signs installed
- ▶ Sports Marketing Contracts
- ▶ Current Television and Radio Commercials

Ms. Lawless – Physical Activity Break

Lunch 12:10 a.m.

Meeting continued - 12:25 p.m.

Ms. Tarango: Announced the completion of the TEPP Strategic Plan – draft.

- ▶ CDC proposed outcome indicator selection
- ▶ CDC criteria and rating
- ▶ Strategic Plan - Six Goals
 - Promote and protect the health of Arizona's children and adults
 - Decrease initiation of tobacco use among Arizona's adults and youths
 - Promote quitting of tobacco use
 - Reduce all Arizonan's exposure to secondhand smoke
 - Identify and eliminate tobacco related disparities
 - To promote staff development
- ▶ Asked TRUST members to review and comment on the plan.
- ▶ Asked TRUST members to put comments in writing.
- ▶ Asked TRUST members to return by December 2, 2005.
- ▶ Comments will be incorporated.
- ▶ Once revision is completed, then the TEPP staff will begin developing the 18 month Operational Plan. The Operational Plan will have a target date of January 15, 2006. Operational Plan will include a one page (brief) executive summary and financial plan that is tied back to the Strategic Plan.
- ▶ Share Operational Plan with TRUST members in March TRUST meeting.

Mr. Madonna: Asked for comments and thoughts from TRUST members.

Dr. Miller: Restated that the review and comment process to be completed by December 2 and suggest that a December meeting be held to complete the discussion and finalize the TRUST members' approval of the Plan. Dr. Miller also stated that after the comments are received by TEPP on December 2 that TEPP could revise the Plan prior to the recommended December meeting.

Mr. Madonna: Requested that Dr. Miller make a motion restating his request for a December meeting.

Dr. Miller: Moved in the interest of completing the Strategic Plan that we have a meeting (doesn't have to be physical – can be teleconference) on December the 14th for the specific agenda purpose of discussing the Strategic Plan – no other agenda items.

Mr. Madonna: Asked for confirmation regarding the duration of the meeting and recommended two (2) hours. Mr. Madonna asked for a second to that motion.

Ms. Hall: Second.

Mr. Madonna: Discussion

Mr. Ramirez: Suggested that two hours may not be long enough.

Mr. Madonna: Stated that the original meeting time was from 10:00 to 2:00 and asked if the members were comfortable with that time.

Ms. Hall: Suggested that someone be present during the December Meeting to guide the members through the discussion process of the Plan.

Ms. Tarango: Stated the TEPP had worked with a facilitator and would check to see if that person would be available to the group.

Dr. Nayeri: Requested that an electronic file of the document be provided for their review.

Ms. Tarango: Agreed to send the document out to the members in a Word document format.

Mr. Madonna: Stated that the review would still be due on December 2.

Members: Agreed

Mr. Madonna: Asked all those in favor of a December 14 meeting say I. All say I.

Dr. Nayeri: Motioned to keep the January meeting.

Mr. Madonna: Asked for a second.

Dr. Hsu: Second.

Mr. Madonna: Asked all those in favor say I. All say I.

Mr. Madonna: Introduced April Lawless.

Ms. Lawless: Presented on the Social Marketing update.

- ▶ Developing an overall Social Marketing strategic plan
- ▶ Plan will tie together Prevention, Cessation and Secondhand Smoke as well as disparate populations.
- ▶ Social Marketing Approach
- ▶ Great American Smokeout (GASO), Strategies and /evaluation

Break 1:35 p.m. – 1:40 p.m.

Ms. Tarango: Introduced Claire Brown and invited her back for further discussion in January.

Ms. Brown: Presented on the Youth Tobacco Survey.

- ▶ Evaluation Unit analyzed data, did not collect
- ▶ Purpose of the survey
- ▶ Limitations of the survey
- ▶ Summary of the findings from the survey

Unfinished Business: Chronic Disease Contracts Update

Mr. Madonna: Introduced Janet Bourbouse.

Ms. Bourbouse: Presented on the Chronic Disease Plan kick off meeting.

- ▶ Chronic Disease Plan kick off – 100 attended October meeting
- ▶ Conference evaluation form
- ▶ Plan evaluation form
- ▶ Community Preventive Services Book
- ▶ Recognition gift

Mr. Madonna: Introduced Bob Leischow.

Mr. Leischow: Presented the Chronic Disease contract update.

- ▶ Request for Proposal
 - Screening and Early Detection services
 - Eligible applicants: county health departments, community health centers, universities, federally recognized tribes, CBO's, NGO's, not-for-profit health care worksites
 - Up to \$2.5 Million allocated
 - Competitive review process
 - Expected RFP release: January 2006, awards July 06, 36 month contracts
 - Fiscal source: ADHS Health Education Account – Chronic Disease Fund
- ▶ Priorities
 - Diseases
 - Breast cancer
 - Colorectal cancer
 - Chronic obstructive pulmonary disease (COPD)
 - CVD with specific focus on Stroke Awareness
 - Comprehensive and integrated approach
 - Individual choices
 - Systems
 - Health Care
 - Health care disparities
 - Standards of practice
 - Evidence-based and data-driven strategies

- ▶ Contact Information:
 - ADHS Office of Procurement at 602-542-1040
 - Bob Leischow, MPH, at 602-364-0845

Mr. Leischow: Introduced Doug Hirano.

Mr. Hirano: Presented on the Mountain Park Health Center and Black Nurses Association of Greater Phoenix.

- ▶ Mountain Park Health Center
 - Created in response to ADHS Chronic Disease Prevention RFP
 - Responsive to health disparities related to cardiovascular disease
 - Program Approach
 - Program Model
- ▶ Black Nurses Association of Greater Phoenix
 - 25 year old non-profit organization
 - Mission to address health needs of African American community
 - Through St. Luke's grant, has been providing CVD education through African American churches
- ▶ Program Activities
- ▶ Target Locations, Implementation
- ▶ Establishing Program Presence and Marketing
- ▶ Meeting Program Objectives
- ▶ Who has been screened?
- ▶ Screening Results
- ▶ Screening Referrals
- ▶ What's the impact?
- ▶ Lessons Learned

Mr. Leischow: Introduced Judy Kinney.

Judy Kinney: Presented on WINGSPAN.

- ▶ Overarching Goal: address the significant health disparities between the lesbian, gay, bisexual and transgender (LGBT) communities and the general population.
- ▶ Program Goals
 - Increase LGBT people's awareness
 - Increase health care providers' knowledge about LGBT
- ▶ 1st Year Accomplishments
 - Reached over 1,900 people through 28 events
 - More than 1,100 people reached at events targeting LGBT communities
 - More than 500 health providers received information on working with LGBT clients
 - Initiated the development of a LGBT specific health care provider training with the TEPP funded Healthcare Partnership

- ▶ Outcomes
 - High quit rate during smoking cessation class (6 of 8 people quit smoking)
 - Health professionals significantly increased
- ▶ Year Two
 - Increase LGBT people's awareness
 - Health fair – 75 people
 - Community Forums
 - Presentations to community groups
 - Information tables

Mr. Leischow: Introduced Maria Portela.

Ms. Portela: Presented on the Early Detection and Screening Project by the Healthy Avondale Partnership.

- ▶ Overall Goals
 - Improve the health of the Avondale community
 - Decrease chronic disease and CVD prevalence in Avondale
 - Identify and reduce health disparities among Avondale Hispanics
- ▶ Strategies
 - Assess health choices made by residents
 - Provide tools to help these residents make healthy choices
 - Measure community involvement by evidence- based activities
 - Evaluate results by surveying the change in behavior
- ▶ Partnership
 - TGen, Translational Genomics Research Institute
 - Goals
 - Operational Outcomes
 - Demographics
 - CVD Risk Factors
 - City of Avondale
 - Grassroots Efforts
 - Outreach Community Events
 - Healthy Choices, Healthy Eating
 - Avondale BRFSS
 - Sun Health
 - FitStart / FitSource
 - Goals
 - Results
 - American Heart Association
 - Outcomes
- ▶ Partnership Operational Outcomes

Public Commentary

Mr. Madonna: Asked Teresa, do we have any public comments or questions?

Ms. Koehler: Replied, “No, sir.”

Meeting Evaluation and Agenda Planning

Members – reviewed meeting format.

Mr. Madonna – Announced December’s meeting to discuss the TEPP Strategic Plan and the December 14 meeting that will be hosted by United Healthcare of Arizona and reviewed agenda items for December and January.

Mr. Madonna – I will accept the **motion to adjourn** at 3:37 pm. Motion carried.

November 9 TRUST Meeting Items

► November meeting items that need a response at the January meeting:

1. Teresa Koehler ... revised the TRUST Commission Meeting schedule.
2. Teresa Koehler ... email ADHS website to Librado M. Ramirez.
3. Teresa Koehler ... send ADHS/TEPP Direct links for the Lung, Asthma, and the Chronic Disease Plans along with the updated meeting schedule.
4. TRUST Members ... review, comment, and return draft TRUST annual report by December 2. If you have no comments, please email that you do not to Teresa Koehler.
5. Teresa Koehler ... email annual report to members who where not able to attend with explanation and due date.
6. Patricia Tarango ... talk to ADHS accounting about rolling money to the next year; provide members with a report that show which years still have money on account and how much money is in the account.
7. Teresa Koehler ... make presentation hand-outs large, two per page.
8. Teresa Koehler ... add the word “Adult” to TEPP Draft Strategic Plan slide.
9. TRUST members ... review and comment on draft Strategic Plan in writing.
10. TEPP ... revised Strategic Plan to incorporate TRUST members’ comments.
11. TEPP staff ... develop 18 month Operational Plan by January 15, 2006.
12. Patricia Tarango ... draft Executive Summary to be included in Operational Plan.
13. Patricia Tarango ... draft Financial Plan that is tied back to Strategic Plan.
14. Patricia Tarango ... schedule facilitator to work with members in completing the review process.
15. Teresa Koehler ... send the Strategic Plan to members in a Word document format.
16. Bob Leischow ... invite three contractors for presentations.

▶ **November 9, 2005 ... new agenda items for December meeting:**

1. TEPP Strategic Plan review with facilitator.

▶ **November 9, 2005 ... new agenda items for January meeting:**

1. Patricia Tarango to discuss the Operational Plan update.
2. April Lawless to discuss the Social Marketing overview and the Social Marketing Strategic Plan.
3. Claire Brown to discuss the Youth Tobacco Survey.
4. Bob Leischow invite 3 contractors to present.

The TRUST Commission is a public meeting. In compliance with the State's open meetings laws, the recorded minutes for the November TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Office of Tobacco Education and Prevention Program, 602-364-0824, to make arrangements to hear the recorder minutes.

Patricia Tarango
Office Chief
Office of Tobacco Education and Prevention Program
Arizona Department of Health Services